

## SPONSORSHIP OPPORTUNITIES

# AIDS WALK SAN FRANCISCO

JULY 17, 2022™



**GREAT PROGRESS IS COMING TOGETHER**

# United Community

## Help us join together again in our ongoing battle against HIV/AIDS.

The San Francisco Bay Area has long been a hub of activists, leaders and organizers. Many have worked tirelessly to prevent new HIV/AIDS transmissions, disease progression and deaths—as well as the social inequities that perpetuate them.

Having raised more than 96 million dollars for many Bay Area HIV/AIDS organizations since its founding in 1987, AIDS Walk San Francisco is a living testament to the power of taking action.

While COVID created times of uncertainty and heartache for us all, AIDS Walk supporters across the nation rose to the challenge. Together, we have demonstrated our capacity for care, compassion, and creativity!

We are proud to foster a community that provides vital support to those most affected by HIV/AIDS—wherever they are on their journey. Yet, until this disease is eradicated, we must continue to cultivate new resources and bring new people into our movement.

After two successful years of largely virtual events, we are returning to Golden Gate Park in 2022! Our community will again come together in-person, and you have the unique opportunity to make it all possible as a sponsor of AIDS Walk San Francisco.

This much-anticipated return to in-person festivities will run in tandem with a dynamic, live segment on ABC7 KGO-TV.

Throughout the event, your company's sponsorship will be showcased in more ways than ever.

This year's event will be promoted with a months-long campaign to our audience. This includes newspaper advertisements, television commercials, and an extensive digital program—all of which will be seen by hundreds of thousands of people.

Sponsors of AIDS Walk San Francisco 2022 will power the connection of our longtime, dedicated participants, and at the same time, bring our message and mission to a new generation that did not experience the AIDS crises of the 1980s and 1990s. You will give new hope to those most vulnerable to HIV/AIDS and COVID. In turn, your company will receive extraordinary visibility and return on investment.

With the support of our sponsors, AIDS Walk San Francisco has been able to support the work of HIV/AIDS organizations across the region. We have come so far—and yet we still have a ways to go.

More than 20 AIDS organizations throughout the region benefit from AIDS Walk San Francisco, and they continue to need your support, now more than ever.

Please join us!

# Television Advertising

*Multiple broadcast TV ads will showcase top sponsors*



*All of our Presenting, Premier, Grand and Principal Sponsors will be showcased in 30-second PSAs aired during popular ABC7 shows like "Jimmy Kimmel Live", "Jeopardy" and "Good Morning America".*

JIMMY  
Kimmel  
LIVE!



# Newspaper Advertising

*Sponsors will appear in high-reach newspaper ads*

**AIDS WALK SAN FRANCISCO**

Join AIDS Walk Live at Home

Sunday, May 16 a 10 a.m. on ABC7 our Grand Sponsor

And live streaming at aidswalk.net

Sir Elton John and David Furnish to be Honored During "AIDS Walk: Live at Home" With Lifetime Achievement Award

• Register • Fundraise • Join

PRESENTING SPONSOR GILEAD

415.615.WALK

aidswalk.net

This year's event benefits 20 organizations across the Bay Area to combating HIV/AIDS, hunger, homelessness, poverty and more with systemic injustices that fuel these crises.

AIIS Legal Referral Program (ALRP) Huckleberry Youth Program PRC Project Open Hand The L.O.U.C. UCSF West Center AIDS Legal Referral Program (ALRP) Castro Country Club La Clinica National AIDS Memorial P.R.T.L. Positive Being The Health Trust

Created by M2A Events. AIDS Walk Founder: Craig R. Miller. ©M2A Events, 2021.

Every year, community, activism, and fun come together at AIDS Walk San Francisco. This year, it's all coming to **YOU!**

**AIDS Walk: Live at Home**

Sunday, May 16 at 10 a.m. on ABC7

• Register • Fundraise • Tune In

Ann-Margret Alex Newell Rosie Perez George Takei Billy Porter

Rita Moreno Danielle Brooks Liz Callaway Jackie Cox Adam Pascal

Ginger Minj Tony Goldwyn Rock M Sakura Carson Kressley The Vixen

aidswalk.net • 415.615.WALK

PRESENTING SPONSOR GILEAD

GRAND SPONSOR abc7

PRINCIPAL SPONSORS Chevron Quest Diagnostics ViiV Healthcare

AIDS WALK SAN FRANCISCO MAY 16, 2021 \* Presented by GILEAD

Benefiting more than 20 Bay Area AIDS service organizations

Created by M2A Events. AIDS Walk Founder: Craig R. Miller. ©M2A Events, 2021.

**AIDS WALK SAN FRANCISCO**

Join AIDS Walk: Live at Home

Sunday, May 16 at 10 a.m. on ABC7, our Grand Sponsor! And live streaming at aidswalk.net

FEATURING

Ann-Margret Alex Newell Rosie Perez George Takei Billy Porter

... AND MANY OTHERS

Register • Fundraise • Join us!

aidswalk.net • 415.615.WALK

ENTING SPONSOR GILEAD

IND SPONSOR abc7

PAL SPONSORS Quest Diagnostics ViiV Healthcare

AIDS WALK SAN FRANCISCO MAY 16, 2021 \* Presented by GILEAD

Benefiting more than 20 Bay Area AIDS service organizations

Created by M2A Events. AIDS Walk Founder: Craig R. Miller. ©M2A Events, 2021.

*Presenting and Premier Sponsors will gain exposure in all vibrant, full-page newspaper advertisements appearing in the San Francisco Chronicle and other well-known Bay Area publications. All other sponsors will be featured in select advertisements.*

# Day-Of-Event Promotion

*Enjoy prime speaking opportunities during the Event*

Presenting and Premier Sponsors have the chance to share their message to our large and spirited audience at Golden Gate Park as well as during our live segment on ABC7.



Presenting, Premier, Grand and Principal Sponsors will be able to show a company commercial during the on-air segment.

Here are a few examples of sponsor commercials:



# Day-Of-Event Exposure

*Sponsors will be individually recognized during all Day-of-Event festivities*

All Sponsor logos or names will appear on the "Thank You Banner", shown during the on-air segment as well as prominently featured next to the staging area of the in-person event.



All sponsors will receive VIP invitations to all in-person activities.

# Social Media

## Gain exclusive exposure through AIDS Walk San Francisco social media channels

Logos of the Presenting, Premier and Grand Sponsors will be highlighted through paid posts of our PSA. All sponsors will have their logo or name presented in select pieces of our extensive paid social media advertising campaign.



All sponsors will receive a dedicated "Thank You" post across all AIDS Walk San Francisco social media channels. Presenting, Premier and Grand Sponsors will also be featured on a spotlight story on Instagram.

**Instagram Sponsor "Take-Over":**  
Presenting, Premier and Grand Sponsors can connect with our passionate AIDS Walk San Francisco audience via Instagram stories! Share the latest on your company's HIV/AIDS advances, our partnership, and the "latest and greatest" during a 24-hour period. AIDS Walk San Francisco will have to see/approve stories prior to publishing.



# Website Promotion

*Sponsor logos will be seen across the AIDS Walk San Francisco website*



Each sponsor will be shown as a Featured Sponsor for one week leading up to the event. Sponsor logos will also be shown on the "Scrolling Sponsor Box", which appears on every webpage as well as on the Sponsor Page.

The Presenting Sponsor's logo will be embedded in the AIDS Walk San Francisco 2022 logo, shown at the top of every page on the website. Sponsors at the Presenting and Premier levels will also be featured on one of the homepage slides, which are the first visuals that users see when they visit our website.

# *Additional Media*

## ***Sponsors will attract attention through AIDS Walk San Francisco official documents***

*Official  
Letterhead*



<b>AIDS WALK SAN FRANCISCO</b> <b>MAY 10, 2002</b> 		Name _____ Address _____ Email _____
Please use this form to check, money or who donate at a time.		
PLEASE ask everyone who sponsors you with a check, money or who donate at a time. AIDS Walk San Francisco or AIDS Walk.		
SPONSOR'S NAME Steven Sample		
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19		
Grand Sponsor 		
<a href="http://aidswalk.net">aidswalk.net</a> P.O. Box 193502, San Francisco, CA 94119-3502 415.515.WALK		
Created by MZA Events, AIDS Walk Founder Craig R. Miller. © MZA Events, 2001		
FOR SPONSORSHIP 20. NAME: _____ ADDRESS: _____ PHONE NUMBER: _____ CREDIT: <input type="checkbox"/> USA <input type="checkbox"/> MEX <input type="checkbox"/> CANADA <input type="checkbox"/> OTHER: _____ CARD: <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX CARD NUMBER: _____ EXPIRE DATE: _____ BILLING ZIP CODE: _____ SEC. CODE: _____ SIGNATURE: _____ EMAIL ADDRESS: _____		
21. NAME: _____ ADDRESS: _____ PHONE NUMBER: _____ CREDIT: <input type="checkbox"/> USA <input type="checkbox"/> MEX <input type="checkbox"/> CANADA <input type="checkbox"/> OTHER: _____ CARD: <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX CARD NUMBER: _____ EXPIRE DATE: _____ BILLING ZIP CODE: _____ SEC. CODE: _____ SIGNATURE: _____ EMAIL ADDRESS: _____		
PLEASE ATTACH FORM TO MAIL		
*Please attach each Matching GR Form to the corresponding donation when you submit your funds.		

## *Walker Sponsor Form*

**AIDS WALK: LIVE AT HOME**

Expanding our reach, *in hearts*

Media Contacts:  
GMHC: (AIDS Walk New York): Poul Olson, Ch  
Poul@gmhc.org, (646) 784-2533 Krishna Stone  
(212) 367-1016

Vivent Health: (AIDS Walk Wisconsin and AID  
Specialist, roxanne.helmedo@viventhealth.org,  
Jeaninne Sherman, Director of Strategic Comm  
Lifelong: (Seattle AIDS Walk); Ali LeRoy, Sr  
(206) 957-1732

CrescentCare (Walk to END HIV New Orle  
Rodney.Thelton@CrescentCare.org, (504)  
Communications, Joe Hui@CrescentCare.co

AIDS Walk San Francisco Foundation (AI  
berto@aidswalk.net, (415) 615-9255

**AIDS**  
**Expands to**

**About AIDS Walk Seattle**

This year marks 35 years of the iconic Seattle AIDS Walk and the continued fight for health equity in the Pacific Northwest. Since its beginning in 1986, the event has brought together thousands of walkers and volunteers to raise vital funds for Lifelong's HIV care and prevention. For more information, to register or to donate, please visit [aidswalk.net/seattle](http://aidswalk.net/seattle).

**About CrescentCare**

CrescentCare Health and Wellness Center offers affordable, accessible and patient-centered healthcare for all, with or without insurance. The center offers primary care for adults, children and families; specialized care for the lesbian, gay and bisexual community; behavioral health services; case management; HIV and STD services and support; infectious disease consultation; dental care; nutrition counseling; OB/GYN services; transgender care; medication assistance; health education classes and employment counseling; and a PrEP clinic and Hepatitis C treatment program.

**About the Walk to End HIV New Orleans:**

The Walk to End HIV New Orleans is the largest HIV fundraiser in the Gulf South area for the area. These funds are critical to the essential services of primary care, behavioral health, prevention and education services, nutritional care, medication disbursement, rapid treatment of nearly 3,000 clients we serve. Over the years, thousands of volunteers, clients and individual participants/donors along with corporate sponsor have made our events successful. For more information on the Walk to End HIV New Orleans or to sign up or donate, log on to [aidswalk.net/new-orleans](http://aidswalk.net/new-orleans).

AIDS Walk San Francisco's Presenting Sponsor is Gilead; its Principal Sponsors are Chevron, Quest Diagnostics, and ViiV Healthcare.

Throughout the country, AIDS Walk events, generating more than \$5 million annually, benefit organizations and other charities and social justice groups.

**Leading Sponsors:**

AIDS Walk New York's Presenting Sponsor is ViiV Healthcare; its Premier Sponsor Gilead; and Tito's Handmade Vodka and the Keith Haring Foundation, Inc.

AIDS Walk Wisconsin's Presenting Sponsor is Miller Lite.

Walk to END HIV New Orleans's Presenting Sponsor is Chevron.

AIDS Walk San Francisco's Presenting Sponsor is Gilead; its Principal Sponsors are Chevron, Quest Diagnostics, and ViiV Healthcare.

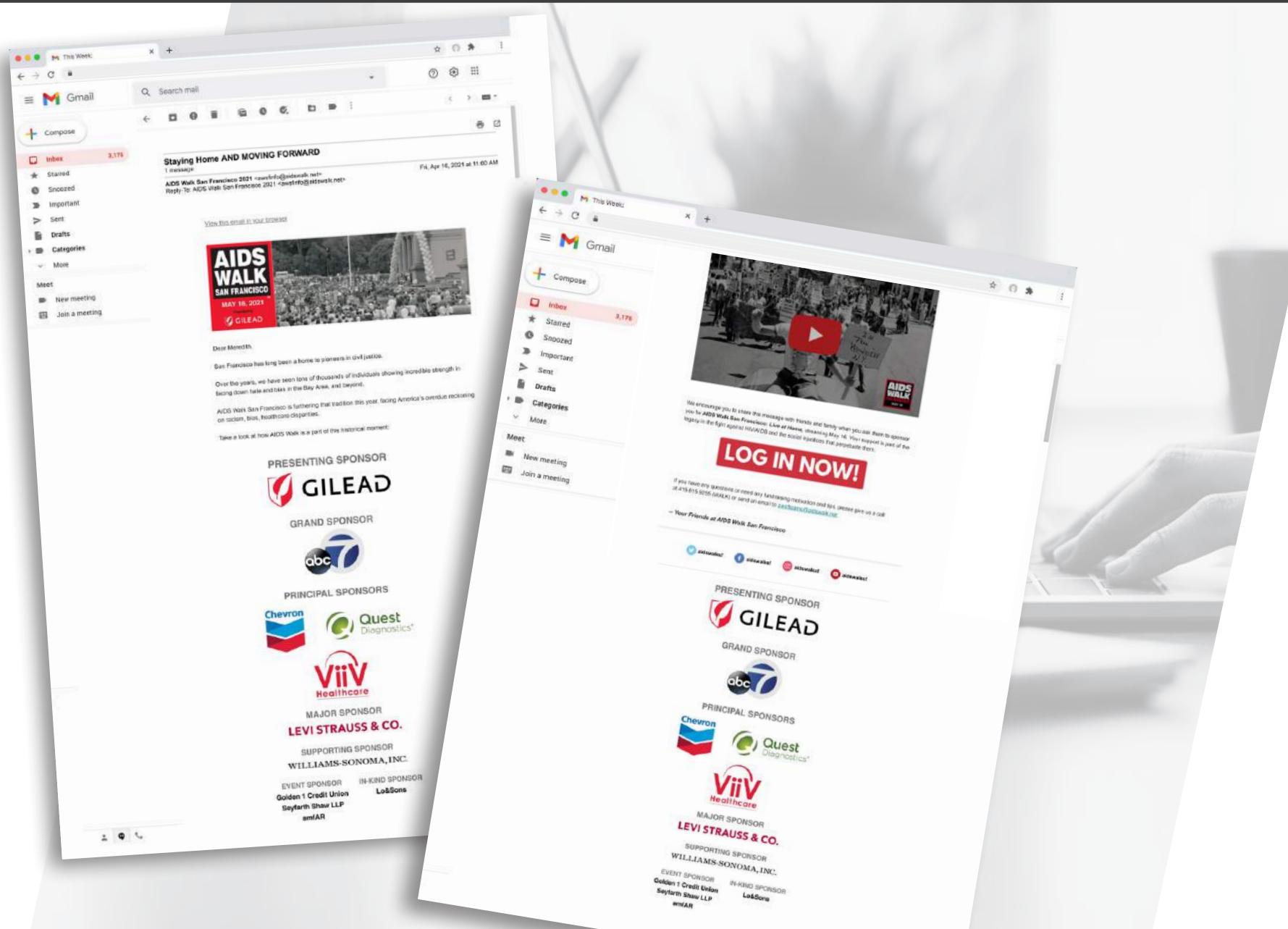
Media Sponsor: KGO-TV (ABC - San Francisco)

**Press Release**

## *Press Release*

# Electronic Communications

*Catch the eyes of thousands of supporters via AIDS Walk San Francisco e-communications*



# Sponsor Benefits At-a-Glance

		Presenting \$200,000	Premier \$125,000	Grand \$50,000	Principal \$25,000	Major \$15,000	Supporting \$10,000	Event \$5,000
<b>Event Logo</b>	Logo embedded within the AIDS Walk San Francisco logo	■						
<b>Broadcast Television Advertising</b>	Logo showcased most prominently in all ads	■	■					
	Logo featured prominently in some ads			■	■			
<b>Newspaper Advertising</b>	Logo featured in all newspaper advertisements	■	■		LOGO	LOGO	NAME	NAME
	Logo/name featured in some newspaper advertisements						NAME	NAME
<b>Day-of-Event Promotion *</b>	One 60-second, or two 30-second advertisement(s) for Virtual Event	■	■					
	One 30-second advertisement for Virtual Event			■	■			
	Speaking opportunity on DOE	■	■					
	Logo/name on sponsor banner	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
	Live celebrity “thank you” during program	■	■	■	■	■	■	■
	Invitation to VIP festivities	8	6	6	4	4	2	2
<b>Social Media</b>	Logo/name on extensive paid social media ad campaign	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
	Logo featured on paid PSA video, posted on all platforms	■	■	■	■			
	Appearance on organic AIDS Walk San Francisco social media posts	■	■	■	■	■	■	■
	Sponsor “take-over” of AWSF’s Instagram	■	■	■	■			
	Logo/name will appear in a dedicated “Thank You” story on Instagram	■	■	■				
<b>Website</b>	Logo featured prominently at top of every webpage	■						
	Logo displayed on homepage slide throughout campaign	■	■					
	Logo, with link, featured on Sponsor Page	■	■	■	■	■	■	■
	Featured “Sponsor of the Week” designation	■	■	■	■	■	■	■
	Logo displayed on scrolling sponsor box on every webpage	■	■	■	■	■	■	■
<b>Print, Direct mail &amp; Earned media</b>	Logo on AIDS Walk San Francisco letterhead	■	■					
	Logo on sponsor form	■						
	Acknowledgment in press releases	■	■	■	■	■	■	■
<b>E-Communications to Supporters</b>	Logo on all E-communications	■	■		LOGO	LOGO	NAME	NAME
	Logo/name on most E-communications						NAME	NAME
<b>Extra Benefits</b>	Additional forms of creative sponsor involvement and recognition may be available upon request	■	■	■	■	■	■	■

# *Thank you!*

*Don't miss the opportunity to connect your company with our passionate and engaged audience*

As a Sponsor of AIDS Walk San Francisco, your organization will help drive this movement while gaining exclusive visibility throughout our dynamic promotional campaign. Whether participants feel comfortable uniting in-person at Golden Gate Park—or tuning-in from the comfort of their home—your sponsorship of this beloved event will achieve recognition across the Bay Area.

If you would like to learn more about corporate sponsorship of AIDS Walk San Francisco, please contact Bert Champagne at [bertc@aidswalk.net](mailto:bertc@aidswalk.net). We look forward to being together once again.

*Heartfelt Thanks!*

